

Annexure A SECTION IV – ABOUT OUR COMPANY

INDUSTRY OVERVIEW

Unless otherwise indicated, industry and market data used in this section have been derived from the report titled “Report on Investment and Wealth Management Industry in India” dated 7th September, 2025 (the “Redseer Report”) prepared and issued by Redseer Strategy Consultants Private Limited (“Redseer”), which has been commissioned by and paid for by our Company exclusively in connection with the Offer for the purposes of confirming our understanding of the industry in which we operate. Neither we, nor the BRLMs, nor any other person connected with the Offer has independently verified any third-party statistical and other industry information in the Redseer Report. Unless otherwise indicated, all financial, operational, industry and other related information derived from the Redseer Report and included herein with respect to any particular year, refers to such information for the relevant year. The data included herein includes excerpts from the Redseer Report and may have been re-ordered by us for the purposes of presentation. For further details and risks in relation to the Redseer Report, see “Risk Factors – Certain sections of this Pre-filed Draft Red Herring Prospectus contain information from the Redseer Report which has been exclusively commissioned and paid for by us in relation to the Offer and any reliance on such information for making an investment decision in this Offer is subject to inherent risks.” on page [●]. The Redseer Report will form part of the material documents for inspection and will be available on the website of our Company at [●] from the date of filing of the Updated Draft Red Herring Prospectus - I until the Bid/Offer Closing Date.

Section 1: India’s economic footprint has grown significantly in last 10 years, globally, and is expected to continue in next decade as well

India’s economic expansion in the last decade has been significant, with its share of global GDP in PPP terms increasing from ~5.9% in CY2014 to ~8.2% in CY2024. With a nominal GDP estimate of ~₹347.5 trillion (US\$ 4.2 trillion) for CY2025 and a growth rate of ~9% in CY2024, India is on track to become the third-largest economy by CY2029. Digital adoption, supported by affordable internet and the India Stack, and inversion of income pyramid is accelerating financial inclusion, expanding investment participation and strengthening India’s consumption-driven growth model.

India is the fastest growing economy among the G20 nations in the last decade

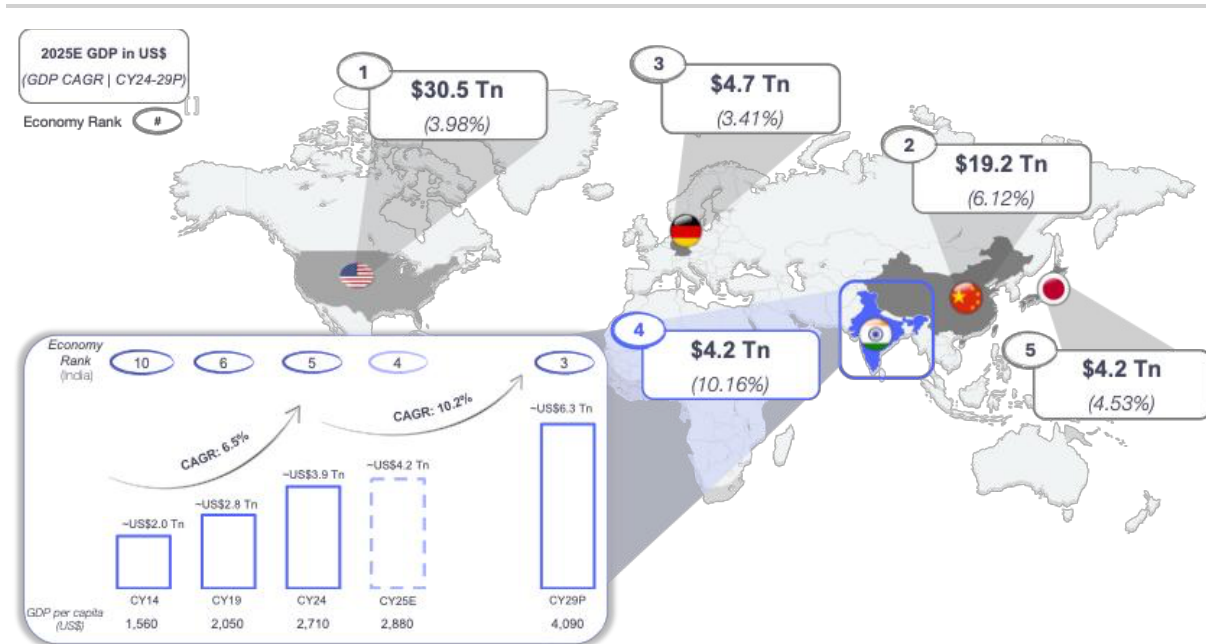
India’s economic rise has been remarkable, with its share of global Gross Domestic Product (“GDP”) in purchasing power parity (“PPP”) terms increasing from ~5.9% in Calendar Year (“CY”) 2014 to ~8.2% by CY2024. International Monetary Fund (“IMF”) projects that India’s share of global GDP could touch ~9.7% by CY2029 as India further expands its global economic footprint. Today, India is the fourth largest economy globally with an estimated Nominal GDP size of ~₹347.5 trillion (US\$ 4.2 trillion) for CY2025 and has maintained a growth rate of ~9% in CY2024, which is the highest amongst G20 countries.

India’s key macroeconomic indicators have been robust as unemployment hit a low of ~3.2% in CY2024, alongside rising labour force participation. Further, inflation moderated to ~4.4% in CY2024, which was within Reserve Bank of India’s (“RBI”) target band of 2 - 6% and was an indicator of price stability.

Looking ahead, India’s growth outlook remains strong which has been solidified by government-led capital expenditure (“CAPEX”), resilient financial markets, and improving consumption demand. With

favourable macro-economic conditions, government led growth initiatives, and institutional reforms, India is poised to become the third largest economy by CY2029.

Exhibit 1 - Nominal GDP of Top 5 Countries (CY25E)



Note: Conversion rate: 1 US\$ = ₹83

Source: IMF

India's large and young workforce, increasing income and wealth accumulation, rapid digitization, and private consumption are driving economic growth

A) India has the world's largest young population, with ~34% of people belonging to the age demographic of 15 to 34 years

As of CY2024, India had a median age of ~28 years which is expected to reach ~35 years by CY2040 as per World Population Prospects ('WPP'), United Nations ('UN'). India's working population is growing with the labour force participation rate (amongst population aged above 15 years) increasing to ~55.6% in CY2024 from ~52.3% in CY2019 as per the World Bank. India is projected to account for approximately one-fifth share of the global population aged between 15 - 34 years by CY2029. With a young and expanding workforce, India has a favourable demographic dividend, uniquely positioning India as the world's next growth engine. Furthermore, this workforce would be at the onset of their financial and wealth creation journey, ensuring a growing customer base, thereby creating a virtuous cycle of growth.

B) India's income pyramid is inverting and reshaping consumption and saving patterns

India's increasing per capita income is leading to the expansion of its population in the upper middle-class (income between ₹0.8 - ₹1.1 million), high income (income between ₹1.1 - ₹2.5 million) and ultra high-income (income > ₹2.5 million) categories. These population categories are expected to expand to 608 million (~40% of the overall population) by CY2029, growing from 458 million (~32% of the overall population) in CY2024 with a ~6% Compound Annual Growth Rate ('CAGR'). The ultra-high-income category is expected to be the fastest growing amongst all categories between CY2024-CY2029. The low-income category (income < ₹0.3

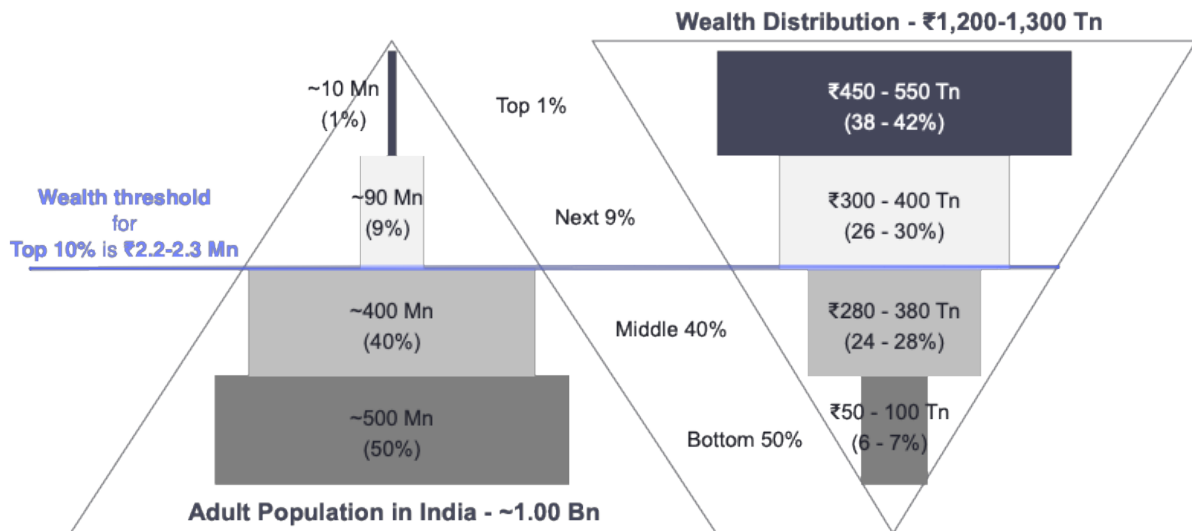
million) is expected to shrink from 546 million (~38% of the overall population) in CY2024 to 410 million (~27% of the overall population) in CY2029.

This income pyramid inversion is expected to drive a substantial shift in the consumption and saving patterns of the average Indian household and individuals:

- India's private consumption is expected to grow at ~11% CAGR to reach ~₹332 trillion (US\$ 4 trillion) contributing for ~63% of the Nominal GDP by CY2029.
- As disposable incomes rise, middle class households are increasingly investing across asset classes. Equities, directly or indirectly via mutual fund Systematic Investment Plans ("SIPs") has seen significant growth in the last decade. Further, multiple structured investment schemes that were earlier limited to HNIs are now witnessing faster adoption. Monthly SIP inflows have increased from ~₹79 billion in June 2020 to ~₹273 billion in June 2025, pointing towards greater participation. Mutual Fund AUM contribution from B30 cities has increased from ~15% in June 2019 to ~18% in June 2025, with an absolute growth of ~3.5x.
- A substantial share of credit growth in the last decade has been driven by middle class and above households, a trend which will likely continue as the middle class expands - further fuelling growth in consumption. Personal loans now account for nearly a third of outstanding credit in CY2024.

Increasing incomes are leading to higher wealth accumulation and India's per capita wealth is increasing, with top 10% of individual adults (~100 million) accounting for 64 - 72% of the overall wealth in CY2024.

Exhibit 2 - India Individual Adult Wealth Pyramid (CY24)



Source: Redseer Research and Analysis, World Inequality Database, wid.world (2025), licensed under CC-BY- 4.0

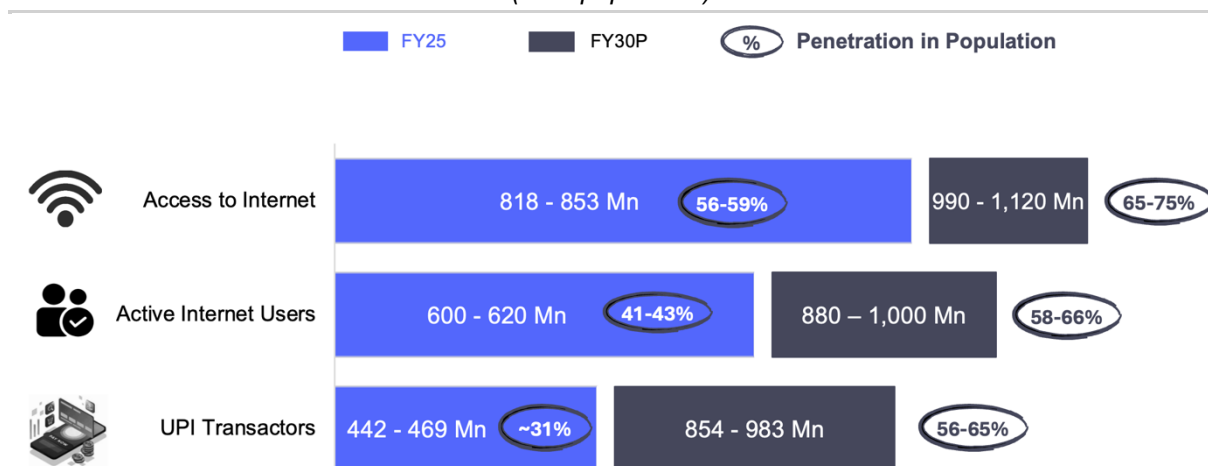
C) India's digital revolution led by affordable internet is democratizing access and driving a positive impact on the financial system

India's high smartphone penetration and affordable high-speed internet has fuelled mass consumerism. Average wireless data usage per wireless data subscriber per month in India has grown ~87 times (from 0.25GB in FY2015 to 21.53GB in FY2025), while the cost of internet per GB has seen a ~97% decrease in the past 11 years, and is one-fifth of the global average.

Additionally, 56 - 59% of Indian population in FY2025 has access to internet which is expected to increase to 65 - 75% in FY2030. In FY2025, 30 - 32% Indians transact digitally and are expected to grow more than 2x by FY2030. Enhanced access to information and insights, educational content and financial products digitally is driving higher consumption, investment participation and capital market penetration.

Exhibit 3 - India Consumer Internet Funnel

(% of population)



Note: 1. Access to internet refers to total population with access to internet

2. Active internet users refers to those who use social media, google but don't necessarily transact online

3. Digital transactors refers to transactors of services and product through digital payments

Source: Redseer Research and Analysis

D) India Stack, powered by digital public infrastructure, is powering financial inclusion and economic growth at scale

India's digital economy has emerged as a significant contributor to the overall GDP and consumption growth, supported by a unique Digital Public Infrastructure ("DPI") framework which also supports the India Stack. India's digital economy is expected to account for ~20% of the national income by FY2030, its share was ~11.74% of GDP in FY2023 as per Ministry of Electronics & IT ("MeitY"). India Stack has made India digitally mature, enabling seamless identity verification (with Aadhaar), real-time digital payments (with Unified Payments Interface ("UPI")), and secure personal data sharing (with Account Aggregators).

UPI which processed ~13 billion transaction in FY2020, has become a cornerstone of the India Stack, processing ~186 billion transactions in FY2025. As of June 2025, 85% of all digital transactions in India or 49 - 51% of global digital transactions are executed via UPI and is used by 450-500 million customers and >65 million merchants. Aadhaar's Electronic Know Your Customer ("eKYC") system, has simplified onboarding for financial services, enhancing financial inclusion and market participation. By reducing transaction costs and removing intermediaries, DPI has strengthened trust and efficiency in India's capital markets.

E) India's economic growth model shows strong reliance on private consumption

India's economic growth model is anchored strongly on private consumption, which accounted for approximately 61% of its GDP in FY2025. Further, India's private consumption also accounted for ~9% of global consumption (in PPP terms) in CY2023 and is projected to reach >15% share by CY2050, led by shifting demand patterns globally. This strong internal demand, driven by a young and expanding population and growing middle-class, provides resilience

against external shocks, insulating the economy from global trade disruptions and financial market volatility. A similar trend is evident in the cash market as well, where domestic investors (both institutional and retail) have emerged as net buyers, with individual investors contributing a record net investment of ~₹1.25 trillion and Domestic Institutional Investors (“DII”) contributing ~₹6.08 trillion whereas Foreign Portfolio Investor (“FPI”) recorded outflows of ~₹1.27 trillion in FY2025.

Section 2: Equity markets have been the key beneficiary of the macroeconomic tailwinds and is expected to witness continued growth

Strong macroeconomic tailwinds, structural shift of investments from physical to financial assets and higher allocation to equities has contributed to the growth of India’s capital market. India is now the fourth largest country globally in terms of equity market capitalization as of June 2025. Individual investor participation (non-promoter) has grown rapidly with the ownership in NSE-listed companies being ~18% in FY2025, up from ~12% in FY2015. However, while 660 - 680 million individuals in India have an Aadhaar-linked PAN, only around ~48 million are active NSE clients. This implies a penetration of ~5% of the adult population, significantly lower than in advanced economies. Thus, there is a significant opportunity in terms of individual investor participation across stocks and mutual funds.

India is the 4th largest stock market with a market capitalization of ~₹462 trillion

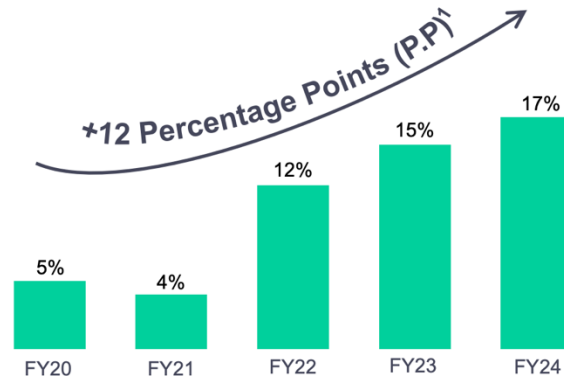
As of June 30, 2025, India’s equity market (across exchanges) reached a market capitalization of ~₹462 trillion, solidifying its position as the fourth largest market globally after the US, China (including Hong Kong), and Japan, growing at a CAGR of ~17% over the last two decades. NSE is the third largest exchange globally by equity market trading volume as of March 2025. Average Daily Turnover (“ADTO”) (Average value of securities traded on the exchange each day, indicating the liquidity and activity level of the market over a specific period) for the cash market segment stood at ~₹955 billion for Q4FY2025, leading to a share of 17.3% in global equity cash market trades for Q4FY2025. With fresh issuance (Initial Public Offerings (“IPO”) and Follow-on Public Offers (“FPO”)) as a percentage of market capitalization in India is at less than 0.5% in FY2025, India has room to see more equity supply which could add to India’s market capitalization over the next several years.

The structural shift from physical to financial assets, particularly towards equities, has been a key growth driver for the capital markets

Indian households have traditionally favoured physical assets like real estate and gold for investment – with roughly 2/3rd of household savings (the sum of increase in financial assets and physical assets of household sector) flowing into these assets in the last decade. Whilst real estate remains the largest component of household balance sheets, much of it is tied up in primary residences and is not a discretionary asset. There is a growing preference in Indian households for financial assets, driven by smaller ticket sizes, easier diversification, lack of asset specific risks (especially in case of real estate), higher return potential, and superior liquidity. This has resulted in the contribution of financial assets in household savings growing from 40% in FY2012 to 47% in FY2024. The flow of household savings towards equities and mutual funds has also increased from ~5% in FY2020 to ~17% in FY2024 (refer to exhibit 4) with equities as percentage of household assets being ~6% in FY2024.

Equities have emerged as the preferred asset class in the last five years with domestic inflows (by both Individuals and DII) rising to average monthly run rate of ~₹611 billion in FY2025, from ~₹110 billion in FY2020. Notably, individual investors, participating through both direct stock ownership and mutual funds, emerged as net buyers of Indian equities on NSE for the first time in 11 years in FY2020, this has resulted in an increase in non-promoter ownership of NSE listed companies from ~12% in FY2015 to ~18% in FY2025.

Exhibit 4 - Flow of Net Household Financial Savings Towards Equities and Mutual Funds



Note: 1. Percentage points refers to difference between the percentage value of FY 2020 and FY 2024

2. Net household financial savings refers to the net financial assets, which are measured as difference of financial asset and liabilities flow

Source: RBI - Stocks of Financial Assets and Liabilities of Households, Redseer Research and Analysis

Despite rapid growth in last five years, it is still early days for Capital Markets in India

Strong tailwinds in the last five years have led to significant growth in the number of investors in capital market, but there still exists a significant growth opportunity in terms of penetration. Only 16 - 18% of the adult population in India have opened a demat account whereas there is only ~5% penetration for active broking accounts in CY2024, as compared to ~62% in US. The runway is >10 times when compared to developed countries like US.

Furthermore, in terms of trading activity as well, whilst past few years have seen significant growth, across Stocks and Derivatives, it is still much lower compared to global peers, indicating a strong runway for expansion. As compared to USA, India's ADTO to Market Capitalization is approximately half whereas Premium Turnover (the market value of an option contract, specifically the amount paid by the buyer to the seller for the right (but not the obligation) to buy or sell the underlying asset) is approximately one-fourth.

While India's mutual fund AUM-to-GDP ratio increased from ~10.9% in FY2020 to ~19.9% in FY2025, it is significantly lower when compared to the AUM-to-GDP ratio of advanced economies such as the US at ~132% and Japan at ~60% in CY2024. The future growth is expected not only in terms of number of users and their adoption but also in their behaviour (trading activity, wealth/asset accumulation) in the capital markets.

Exhibit 5 - Financial Market Metrics Benchmarking of Top 4 Countries Basis Market Capitalisation

Metrics	Year ↓	Country →	US	Japan	China	India
Market Cap - to - GDP Multiple ¹	2024		1.9x	1.7x	0.8x	1.3x
ADTO as % of Market Cap	2023		0.41%	0.42%	0.80%	0.18%
Mutual Fund AUM (as % of GDP) ²	2024		~132%	~60%	~22%	~20%
Equities as a % of Households' Assets	2024		~22%	~18%	~5%	~6%
Active broking accounts penetration ³	2024		~62%	NA	NA	~5%

Note: 1. Exchange rates: 1US\$= 141 Japanese Yen, 1US\$= 0.92 Euro, 1US\$= 1,294.40 Korean Won, 1US\$= 7.09 Chinese Yuan, 1US\$= ₹83

2. For India, MF AUM-GDP ratio is as of March 2025; For all other countries (including the World), MF AUM as of Sep-2024 and GDP as of Dec-2024 has been considered

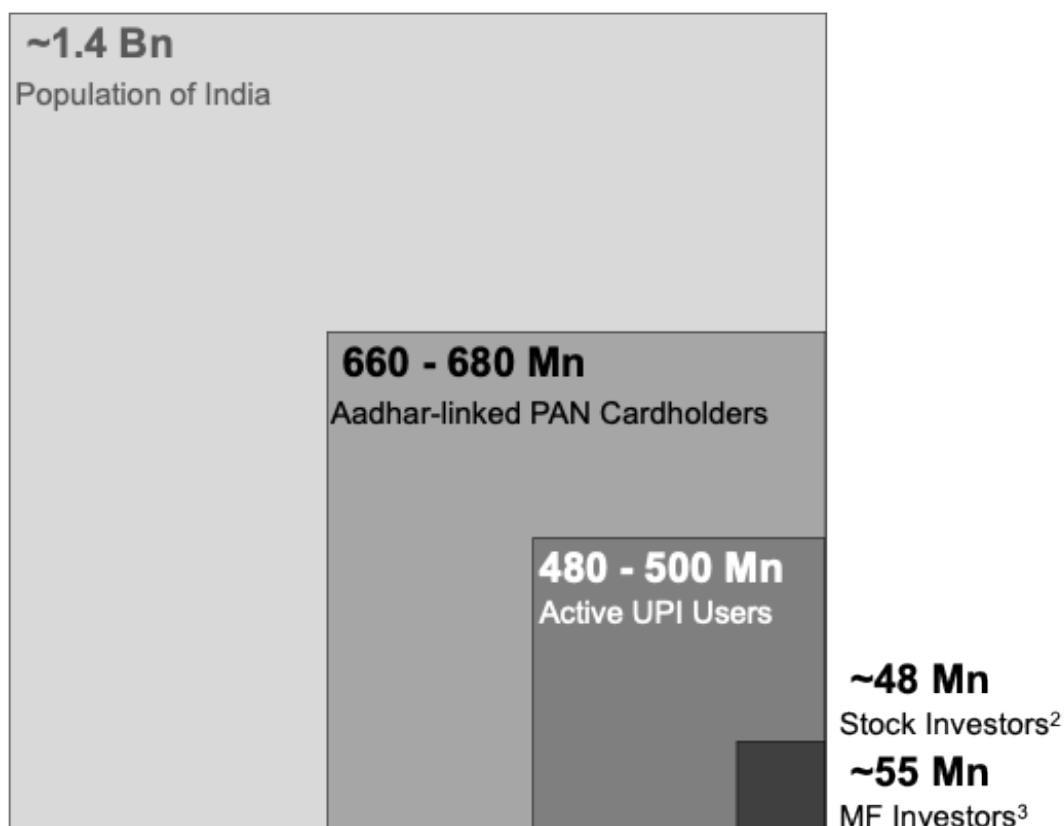
3. Broking accounts penetration is assumed to be the ratio of active broking accounts as opposed to the 18+ years population

Source: World Bank, NSE, World Federation of Exchanges, Association of Mutual Funds in India ("AMFI"), Redseer Research and Analysis

In CY2024, India has 960 - 980 million bank-account holders. There are ~55 million unique mutual fund investors in June 2025. As per NSE data, ~48 million are NSE active clients as of June 30, 2025. As per NSE data, the number of NSE active clients as of March 31, 2025, reached ~49 million while the same was ~5 million in March 31, 2016. This implies that the NSE active clients have grown ~10 times between March 31, 2016, and March 31, 2025. There's a significant potential for expansion in India's capital markets, supported by large pool of individuals equipped to participate in equities. There are multiple factors that are expected to drive this shift, such as increasing formalization (in form of unique taxpayers) and larger user base with access to banking/ financial services, leading to a financially engaged population (24 - 25 million fixed deposit accounts as of July 2023). These factors coupled with India's ~458 million ultra high-income, high income and upper-middle-class individuals in CY2024, presents an opportunity for further growth in India's investment & wealth management.

Exhibit 6 - India Investors Funnel

(Number of individuals in each segment, June 25)¹



Note: 1. Figures for Population of India are for CY2024

2. Refers to NSE active clients

3. Refers to mutual fund unique investors

Source: World Population Prospects, RBI, AMFI, NSE, Redseer Research and Analysis





Section 3: Digital-first platforms have been at the forefront of growth across consumer-facing segments, including investment & wealth management

Consumer-facing sectors such as Financial Services, Food Delivery, Retail, and Travel & Hospitality have been disrupted by digital-first platforms, which have scaled rapidly and achieved profitability by addressing key consumer pain points around access, convenience and transparency. In India, digital-first investment platforms are solving for user experience, access, simplicity and transparency. As a result, they accounted for 76 - 78% of active clients on the NSE in FY2025. While Portfolio Management Services ("PMS") and Alternative Investment Funds ("AIF") have remained predominantly RM-led, many digital first investment platforms are now focusing on leveraging technology and customer first principles to enhance the overall experience.

Digital-first platforms have disrupted multiple consumer-facing segments and have scaled successfully, in India and globally, delivering growth and margin expansion

Technology-led, digital-first platforms have addressed specific consumer pain points, delivering accessibility, convenience and transparency. Disruptive value propositions by digital-first platforms across consumer facing segments have led to them witnessing rapid and profitable growth.

Exhibit 7 - Digital Disruption and Growth Comparison

		Value Proposition	Revenue CAGR ¹	Average Adjusted EBITDA Margin ²
Digital Investment Platform		<ul style="list-style-type: none"> Democratized access w/o reliance on offline/ physical infrastructure Data, Information & Insights at the customer's fingertips Seamless experience at low cost with transparency 	32 - 34%	47 - 49%
Food Delivery		<ul style="list-style-type: none"> Transforming a local, restaurant centric experience to an on-demand, data driven one Building a three-sided marketplace, led by 'Discovery, 'Convenience' and 'Delivery at doorstep' 	29 - 31%	3 - 5%
eCommerce		<ul style="list-style-type: none"> Online marketplace with thousands of product SKUs and competitive pricing Fulfilment within minutes Customer satisfaction e.g. fast & free shipping, easy returns 	26 - 28%	13 - 15%
Travel & Hospitality		<ul style="list-style-type: none"> All-in-one travel experience at low-cost (flights, trains, taxis, hotels, insurance etc.) Self-serve booking Price comparison User reviews and virtual guidance 	30 - 32%	24 - 26%

Note: The sample companies considered across the four segments are - Digital Investment Platforms (Interactive brokers, XP, Nordnet, Avanza, Robinhood, Groww, Zerodha, Angel One, Kakao), Food Delivery (Instacart, DoorDash, Zomato, Swiggy), eCommerce (Amazon, Mercado Libre, Nykaa) and Travel and Hospitality (Airbnb, Booking.com, Expedia, MakeMyTrip, Ixigo, IRCTC) in no particular order

1. Revenue from Operations CAGR has been calculated as the growth of Revenue from CY2021 to CY2024 for global players and from FY2022 to FY2025 for Indian players except Zerodha, where the figures correspond to FY 2021 to FY 2024. Revenue from operations correspond to Total Revenue for MakeMyTrip and Booking.com, Revenue for DoorDash, Instacart, Airbnb, Expedia and Kakao, Total Net Sales for Amazon, Net Revenues and Financial Income for Mercado Libre, Total Revenue and Income for XP, Total Operating Income for Nordnet and Avanza, Total Net Revenues for Robinhood and Interactive Brokers,

2. Adjusted EBITDA Margin figure provided by the company in case of Airbnb. Adj. EBITDA Margin is calculated as Adjusted EBITDA / Revenue from Operations. Adjusted EBITDA figure provided by company in case of Zomato, Swiggy, Nykaa (FY 2024 figure), Ixigo, DoorDash, Instacart, Mercado Libre, Robinhood, Booking.com and Expedia. For the remaining players, including FY 2023 and FY 2025 figures for Nykaa, Adjusted EBITDA has been calculated as PAT + Total Tax Expense + Finance Costs + Depreciation and Amortization expense – Other Income + Share Based Payments. Average Adjusted EBITDA Margin, is the average of Adjusted EBITDA Margin of all calendar years between CY 2022 to CY 2024 for global players and FY 2023 to FY 2025 for Indian players except Zerodha, where the figures correspond to FY 2022 to FY 2024

3. Time period considered for Travel and Food Delivery segment companies across parameters is adjusted for Covid impact

Source: Annual filings of the players covered

Digital-first platforms such as Groww, Zerodha, Angel One, Robinhood, Interactive Brokers, Nordnet, Kakao, etc. have transformed the investment & wealth management segments across emerging and developed economies. These platforms have disrupted the markets via multiple approaches – offering transparent cost structures & commission free trades, wide range of investment options and integrated savings and investment services through user-friendly mobile apps. These innovations have empowered individual investors across the globe with greater control over their financial decisions and fostering a more inclusive financial ecosystem.

Digital-first platforms have disrupted investing in India

Prior to CY2016, investment avenues had traditionally been unfamiliar, complex, jargon-loaded, and expensive, acting as a barrier for common retail investors to participate in the capital markets. By delivering easy, transparent and seamless platforms, streamlining transactions & investment processes, aided by regulations, new-age digital-first players have facilitated market growth.

Exhibit 8 - Pain Point Solutioning by Digital-First Platforms

Factors	Typical Process Pain points (Earlier)	Solutions by Digital-First Platforms (Now)
Onboarding Process	<ul style="list-style-type: none"> Paper-based, time-consuming, offline verification and required multiple visits 	<ul style="list-style-type: none"> Digital Onboarding = Instant e-KYC, Aadhaar-based verification, e-Sign
Investment Product Knowledge	<ul style="list-style-type: none"> Jargon-loaded, unfamiliar and complex to understand 	<ul style="list-style-type: none"> Simple, user-friendly and educational content
Access and Decision-making	<ul style="list-style-type: none"> Restricted to HNIs, with minimum wealth (or total assets) Dependence on RM & brokers for suggestions, insights, order execution etc. 	<ul style="list-style-type: none"> Democratic - across Tier I/ II/ III & IV cities, towns and as well as socio-demographic segments Simplified, real-time information & content on markets = empowering DIY (Do It Yourself) investing/ trading
Cost	<ul style="list-style-type: none"> Expensive due to high commissions and opaque fee structures 	<ul style="list-style-type: none"> Discount broking with transparency on all applicable fee/ charges

Factors	Typical Process Pain points (Earlier)	Solutions by Digital-First Platforms (Now)
Transparency & Security	<ul style="list-style-type: none"> Paper-led statements (transactions, tax, profit & loss), Portfolio / Holdings etc. Greater time taken to retrieve documents - created a trust gap 	<ul style="list-style-type: none"> Live portfolio/ order tracking, real-time statements with strong data protection and security protocols
Service	<ul style="list-style-type: none"> Offline with tele-support during certain hours 	<ul style="list-style-type: none"> AI-led, 24x7, Multi-lingual, Multi-channel Customer Support

As a result of their strong value propositions, digital-first platforms have been scaling across Mutual Fund, Stocks, and Derivatives.

a. Mutual Funds

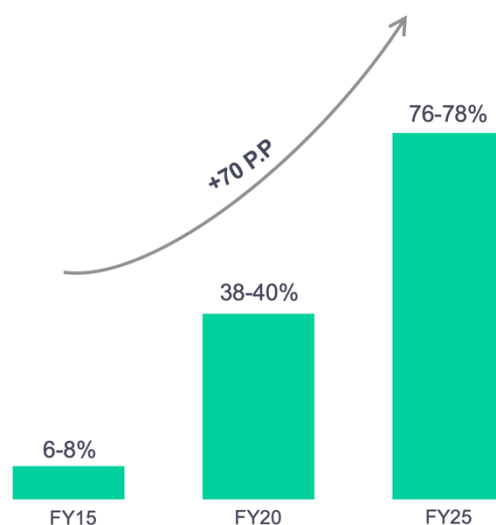
The mutual fund industry continues to witness a shift toward digital-first investment & wealth management platforms. These platforms primarily distribute mutual funds through direct plans. They have transformed consumer experience, by providing detailed product pages (enabling compare and choose options for the investors), simplifying redemption/ withdrawal, offering portfolio management (unified view of all mutual fund holdings, tracking external investments), insights and analytics. Direct plans account for ~47% of mutual fund Average AUM ("AAUM") as of March 2025.

b. Stocks

Digital-first investment & wealth management platforms (primarily operating on a discount brokerage model) commands a dominant share of active clients, at 76 - 78% on the NSE in FY2025, up from 38 - 40% in FY2020 and ~6 - 8% in FY2015. Digital-first investment & wealth management platforms have also added ~85% incremental new clients from FY2020 to FY2025. Solving client's need for real-time information, providing stock research tools, simplifying and real-time order placement at low-cost, digital-first platforms have moved ahead of the legacy brokers and are expected to continue strengthening their market share.

Exhibit 9 - NSE Active Clients on digital-first platforms¹

(% of total active clients)



Note: 1. Brokers with over 0.1 million active clients as of June 30, 2025, and no advisory services, are classified as digital-first platforms

2. Percentage points refers to difference between percentage value from FY2015 to FY2025

Source: NSE, Redseer research and analysis

c. Derivatives

Digital-first investment & wealth management platforms have simplified derivatives trading for retail investors, making it more accessible and cost-efficient. In addition to intuitive, mobile-friendly interfaces, advanced features such as strategy-builders, option-chain, charts and embedded risk-management (anti-nudges, loss protection), derivatives trading is now more structured, safer and data-driven.

PMS and AIF continue to rely heavily on RM-led advisory. However, this model is only able to cater to individual investors beyond a threshold investment size. To bridge this gap, digital-first investment & wealth management platforms are emerging as essential enablers, offering self-service portals, tech-supported advisory (in some cases along with RMs), and financial planning tools, hence democratizing and productizing their offerings and significantly improving the RM efficiency.

Section 4: The Total Addressable Market for Investment & Wealth Management is ~₹1.1 trillion in FY2025 and is further projected to grow at CAGR of 15-17% till FY2030

In terms of value, the total addressable market of India's Investment and Wealth Management sector is ~₹1.1 trillion as of March 2025 and is expected to grow to ~₹2.2 - ₹2.6 trillion by March 2030. The market is expanding, driven by higher investor participation, growing disposable income and higher investible funds. The rise of digital-first platforms is democratizing access to capital markets and empowering investors to build and manage their portfolios with simplified content, information and tools.

Digital platforms offer multiple products and services and have different revenue streams:

- **Broking** – Transaction-linked brokerage (either as a flat fee per order basis or as a percentage of turnover) and ancillary income streams such as account annual maintenance charges, float revenues and depository charges. Additionally, they also earn interest income from Margin Trading Facility ("MTF").
- **Wealth and Asset Management:**
 - **Wealth Management** – Includes both management and distribution of PMS and AIF where they earn fees as a percentage of AUM distributed/ sourced and performance-based incentives.
 - **Asset Management** – Asset Management Companies earn revenue through management fees, charged as a percentage of the total assets managed by them.
 - **Distribution** – This includes revenue earned from offering a range of third-party financial products such as mutual funds, loans against securities ("LAS") — including stocks, bonds, mutual funds, etc. — and personal loans. Income streams arise from fees or commissions charged either to customers or received from product manufacturers such as Asset Management Companies ("AMCs") or lending institutions. For credit products, the business also earns a take-rate on processing fees and a share of net interest income charged by banks/NBFCs that underwrite, disburse, and collect the loans.

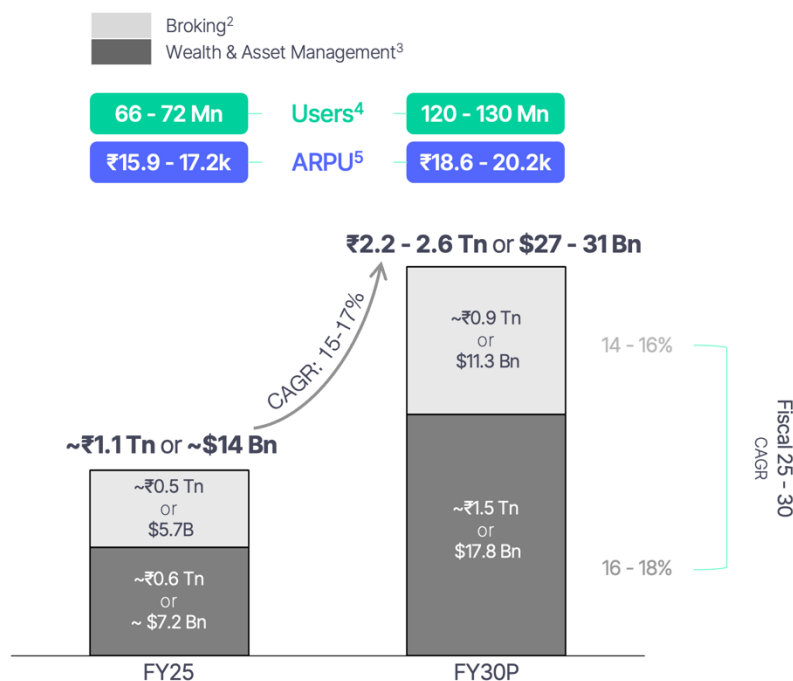
Total Addressable Market

The Total Addressable Market ("TAM") for Investment and Wealth Management is estimated at ~₹1.1 trillion as of March 2025. The market is projected to grow at a CAGR of 15 - 17% between FY2025 and FY2030, reaching ₹2.2 - 2.6 trillion by FY2030. The growth is expected to be driven by growth of wealth among high income and upper-middle class income segments, rising awareness amid retail investors,

improved accessibility to capital markets, and increasing adoption of professional/ advisory services for wealth management.

Average Revenue Per User (“ARPU”) in the Investment & Wealth Management Market (excluding credit distribution)¹ is estimated at ₹15,900 – 17,200 in FY2025. ARPU is projected to grow to ₹18,600 – 20,200 in FY2030 driven by adoption of multiple new products, bundling and cross selling of products, increasing penetration of premium offerings, and growth in investing/ trading activity. As new users (entrants) in the investment & wealth management industry, over time begin to use multiple types of products and engage in more frequent transactions in their investing journey, the industry is expected to witness continued growth.

Exhibit 10 - Total Addressable Market¹ for Investment & Wealth Management



Note: 1. Total Addressable Market (TAM) for investment & wealth management has been calculated by estimating revenue for each product categories

2. Broking includes revenue from equities, derivatives, annual maintenance charges, depository charges, float income and margin trading facility

3. Wealth and Asset Management includes – a) Wealth Management: Wealth Management includes Asset Management Companies and independent asset managers that manufacture, manage and distribute PMS, and AIF products, b) Asset Management: Asset management includes revenues from managing mutual fund schemes, encompassing portfolio management fees, investment advisory fees, and other income earned by asset management companies (AMCs) for sponsoring and administering these schemes, c) Distribution: The distribution segment encompasses revenues from mutual fund distribution and distribution revenue from facilitating personal loans and loan-against-securities (LAS) offerings

4. Number of users has been calculated after assuming an overlap between NSE active clients and unique mutual fund investors

5. Average Revenue Per User is defined as the total addressable market divided by the total number of active clients in NSE and unique investors in Mutual Funds while considering an overlap between these two cohorts. The ARPU calculation excludes Personal Loan distribution TAM and number of personal loan users for the calculations

Source: RBI, AMFI, NSE, SEBI, Redseer Research and Analysis

1. Broking: Individual investors (Cash Equities) grew at ~33% CAGR between FY2020 and FY2025, while Equity Derivatives saw ~8X growth in customers during the same period

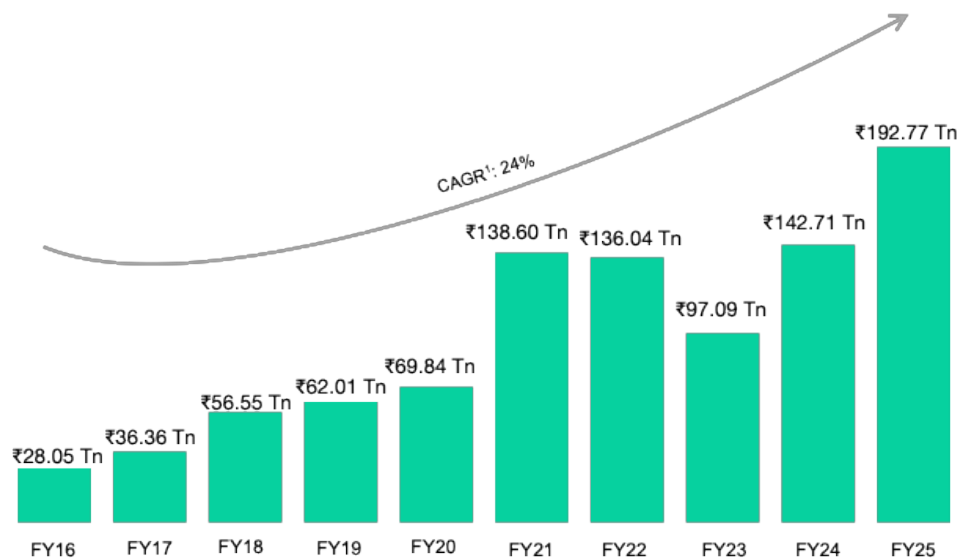
Stock market comprises of primary and secondary markets offering investors diverse avenues for wealth creation. The primary market allows individual investors to directly invest in equities through IPO, FPO, and rights issues. Whereas, the secondary market enables the trading of previously issued securities, providing investors opportunities for long-term wealth creation.

1. ARPU is defined as the total addressable market divided by the total number of active investors, excluding Credit distribution TAM and number of personal loan users for the calculations

The IPO market in India has transformed in the last few years - from manual form-filling and offline processes to digital applications, features like UPI with ASBA (“Application Supported by Blocked Amount”) let retail investors block IPO funds instantly through a simple UPI collect mandate, cutting listing timelines from T+6 to as low as T+3 days, application processing updates and analysis (strengths & risks, financials, business overview). In FY2025, equity raised crossed ~₹4.26 trillion while the funds mobilized on NSE were ~₹18.68 trillion with 242 listings in both Mainboard and SME segment (highest globally).

In Cash Equities, there was a slight dip in individual participation with the number of NSE active clients declining from ~38 million in June 2022 to ~31 million in April 2023, driven by global uncertainties caused by the Russia-Ukraine war. There was also a decline in the Indian capital market, with the Nifty 50 falling from ~26,200 points from the end of September 2024 to ~22,100 points by early March 2025, driven by various macro and geo-political factors such as the US-China Trade War, a hawkish monetary policy by the US Fed, and global oil price volatility due conflicts in the middle-east. Furthermore, the net new additions in demat accounts for the industry in the three months ended June 30, 2025 falling to 6.67 million from 10.87 million in the three months ended June 30, 2024. However, the long-term trajectory remains strong, as individual investor participation in the cash market grew ~4x during FY2020-25 with the number of active clients on NSE crossing 50 million in December 2024 for the first time ever. Further, overall trading activity on NSE has also witnessed strong growth – 9.68 billion trades in FY2025, up from 1.83 billion in FY2015, whereas individual investor turnover increased from ~₹28 trillion in FY2016 to ~₹70 trillion in FY2020 to ~₹193 trillion in FY2025, growing at a CAGR of 23.88% from FY2016 to FY2025. Individual investors accounted for more than 34% of the cash market turnover in FY2025 on NSE. One of the key drivers of this growth has been the broad-based rally in domestic stock markets, where the NIFTY 50 index grew at a CAGR of ~11% between FY2015 and FY2025, outperforming other savings instruments such as fixed deposits, bonds etc.

Exhibit 11 - Individual Investor Turnover in NSE Cash Market



Note: 1. CAGR has been calculated from FY2016 to FY2025

Source: NSE

The derivatives market enables individual investors to participate in a broad range of underlying asset classes (equities, commodities, currencies, and interest rates) without directly owning them.

The individual investor participation in equity derivative segment has grown from 0.7 million in FY2016 to 10.6 million in FY2025. Although using contracts to compare size has its own challenges and benefits, it remains one of the most used metrics for reporting trading activity. ~103 billion contracts

were traded during FY2025 in India with a disproportionate share of volumes being towards index options (at ~98%). However, India's share in open interest is negligible and premium turnover is also small as compared to developed economies, such as the US.

Exhibit 12 - Open Interest and Premium Turnover analysis

Country	Premium Turnover ² – March 2024 (US\$ Bn)	Open Interest ^{2,3} – March 2024 In Mn	Open Interest ^{2,3} – March 2025 In Mn
India	150	32.9	27.1
USA	598	604.0	648.2
UK	NA ⁴	50.4	57.2
China	NA ⁴	40.9	52.5

Note: 1. Conversion rate: 1 US\$ = ₹83 2. Premium turnover data only includes equity options listed on NSE, and equity options listed on US securities exchanges, and that the open interest data covers both futures and options across all exchanges and all asset classes

3. Open Interest has been taken across Asset Groups (Agriculture, Energy, Equity, Interest Rates, Metals, and Others), Instrument type (Futures and Options) and all Exchanges in the country

4. NA refers to Not Available

Source: Futures Industry Association ("FIA")

Across the market, F&O notional ADTO contracted ~38.07% between June 2024 and June 2025, with a ~36.31% dip in individual investor participation in the F&O segment during the same period. The growth in derivatives trading is expected to moderate in the short term driven by regulatory measures introduced by SEBI. In the long term, the changing regulatory environment is likely to attract more informed/ sophisticated investors, fostering a more stable derivatives market environment while potentially increasing the average turnover per investor.

Alongside this, Margin Trading Facility (MTF) is also enabling investors to participate in the broking market with partial upfront capital, while brokers finance the remaining trade value, increasing individual investor's equity purchasing power. A regulated product, MTF enhances trade volumes and has seen accelerated its adoption, with an estimated surge of over ~25% in MTF loan book value from March 2024 to March 2025, reaching ~₹847 billion in June 2025.

Increasing number of new to market investors, UPI integration, capital market literacy, along with growing wealth and higher allocation of savings to equities, is expected to drive continued growth in investing and trading in India. Additionally, digitization of the investor journey from onboarding to execution, driven by mobile-first trading platforms has further supported this growth. Regulatory changes, across primary and secondary markets have also boosted investor confidence.

2. Wealth and Asset Management

▪ **Wealth Management, gaining maturity with growth in customers and new products witnessing greater adoption**

The affluent population in India is steadily increasing along with their preference for higher allocation towards financial assets. This has been led by consistent GDP growth, favourable macro-economic and political environment and inversion of income pyramid, growth of wealth is a structural feature, which still in its infancy in India. As the economic growth accelerates, people's desire to build, protect and grow their wealth is expected to also increase multi-fold requiring holistic advice, service and specialised investment products.

There exists a demand-supply gap in wealth management services in India. At the top of the wealth pyramid, customers are serviced typically by banks (positioned as a one-stop shop for all financial and non-investment needs), and wealth managers (specialist with solutions ranging not only from

investment management across multiple asset classes, but also family office management, succession planning, tax planning, philanthropy etc.). However, in the retail affluent segment, viz. lower-middle spectrum of the wealth pyramid, there exists a gap and opportunity to build service propositions.

Over the coming years, the market is expected to evolve on both demand and supply fronts. Increasing client awareness and risk appetite are likely to accelerate the adoption of more complex products and diversified asset classes. Concurrently, regulatory reforms are enhancing transparency and increasing investor confidence. Two such areas/ products are:

- a) PMS is a discretionary/ non-discretionary or advisory investment service, offering bespoke management based on individual financial goals and risk profiles. Unlike pooled investment vehicles, PMS provides direct ownership of securities, allowing for greater flexibility in asset allocation, tax optimization, and flexibility in portfolio construction. The PMS industry's AUM (excluding EPFO/ PFs) has grown from ~₹3 trillion to ~₹13 trillion between March 2015 and March 2025 growing at a 16% CAGR, alongside a steady rise in the client base from ~46,700 to ~0.20 million, reflecting a shift towards personalized investment solutions.

Growth is led by expanding customer base, who are increasingly demanding solutions which provide customized advice, coupled with expanding distribution/ service network (Wealth management firms, Independent financial advisors ("IFAs"), and Banks), especially in Tier 2 and Tier 3 cities. Given the large ticket size of these investments, distributors not only facilitate client acquisition but also provide end-to-end investment advisory, portfolio monitoring, and rebalancing support. As more such customers begin their wealth journey digitally, technology-led, customer first platforms will play a key role as a liaison between the investors and relationship managers.

Additionally, regulatory changes are helping drive adoption by making such products more efficient and investor friendly. The 2020 guidelines mandated minimum investment of ₹5 million, introduced stricter disclosure norms, and enforced performance benchmarking, making the product more standardized.

- b) AIFs provide access to non-traditional asset classes such as unlisted equity, private equity, venture capital, real estate, and infrastructure assets, enabling portfolio diversification and potential for higher returns. While AIFs involve higher illiquidity risks and longer horizons compared to PMS, they attract customers, with higher investible surplus, seeking higher risk-adjusted returns through exposure to alternatives.

Manufactured and managed by AMCs and specialized fund houses, AIFs pool capital to target opportunities in illiquid or niche markets. The AIF market has experienced significant expansion, with the total funds raised growing from ~₹95.0 billion as of March 2015, to ~₹5.6 trillion as of March 2025. Additionally, the number of registered funds has increased from 135 in FY2015 to 1,526 in FY2025.

While the macroeconomic growth drivers for AIFs are like those of PMS, with its expansion further fuelled by investor appetite for diversification beyond equity and F&O, regulatory tailwinds such as SEBI's AIF framework (e.g., Category I-III classifications, valuation standardization), and the introduction of specialized vehicles like Special Situation Funds. AIFs growth is further expected to benefit from India's maturing startup ecosystem and government investments into infrastructure projects, which will create demand for private capital.

Distributors are playing a pivotal role in driving AIF adoption, particularly given the complexity of alternative assets. Private banks, wealth management firms, and Independent Financial Advisors ("IFAs") act as critical intermediaries, educating investors on AIF structures and lock-in periods. They facilitate due diligence, streamline onboarding, and provide ongoing support for liquidity management and exit planning.

- **Asset Management: Mutual Funds market reached average AUM of ~₹67 trillion as of March 2025, growing at CAGR of ~19% from FY2015 to FY2025**

There has been a rapid expansion in the mutual fund investor base in India in the last 10 years, with unique mutual fund investors increasing to ~53 million as of December 2024 as compared to ~13 million as of December 2014, reaching ~55 million as of June 2025. The average AUM of the Indian mutual fund industry reached ~₹67 trillion as of March 2025, growing at a CAGR of ~19% from FY2015. The growth and transformation have been led by product innovation, reforms, technology and focus on investor education.

Individual investors have been the catalyst of growth in mutual fund market increasing their contribution in overall mutual fund AUM from ~46.9% in FY2015 to ~63.2% in FY2025. Factors like broad-based rally in the domestic stock market, shift in savings patterns from physical to financial assets, growing mutual fund distributor network in semi-urban and rural areas, strengthening culture of SIPs where it is becoming default household savings vehicle and increasing focus towards retirement planning are key drivers of growth in mutual fund market.

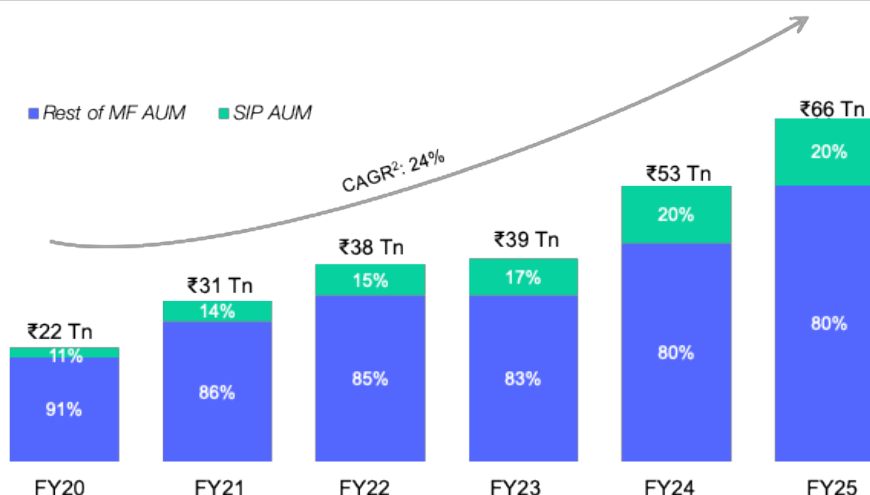
AUM under SIP grew at a CAGR of ~41% (~2 times growth of overall AUM by Mutual Funds) between FY2020 and FY2025 to reach ~₹13.35 trillion, with average monthly inflows rising from ~₹83 billion to ~₹241 billion from FY2020 to FY2025. SIP AUM forms ~20% of the Mutual Funds AUM as of March 2025, increasing from ~9% as of March 2020.

Additionally, product innovation in the form of low-cost index funds and specialized thematic offerings has expanded investment choices for investors. The greater accessibility through digital platforms is helping in adoption beyond metropolitan areas and deepening market penetration.

Passive funds emerged as one of the fastest growing mutual fund categories with its AUM increasing at a CAGR of 47.82% between March 2020 and March 2025 with contributions of ~₹1,625 billion and ~₹11,470 billion in the respective years. AUM has also risen over five times, from ~6% of total industry AUM in March 2020 to ~17.5% in March 2025, reaching ~₹11.47 trillion.

Despite this progress, the industry remains in its early stages of development with less than 5% of India's 1.4 billion population actively participating in mutual funds - contrasting with mature markets such as USA, where penetration exceeds 50%. Additionally, Mutual fund-to-GDP ratio of ~20% in FY2025 in India is much lower versus 132% in USA and 60% in Japan in CY2024. With the goal to increase penetration and Mutual fund - to - GDP ratio by 5x (per AMFI Vision Document) in the next 25 years, the industry is poised for multi-decadal growth.

Exhibit 13 - Mutual Funds & Systematic Investment Portfolio - Assets Under Management¹



Note: 1. AUM refers to the AUM as of March of the mentioned year

2. CAGR has been calculated from FY2020 to FY2025

Source: AMFI, Redseer Research and Analysis

- **Distribution: Direct plans are picking pace, and contribute to ~47% of the Mutual Fund AAUM as of March 2025 and ~20.3% of the SIP AUM as of March 2025**

Mutual funds aggregate investments from a broad spectrum of investors and allocate the capital across a diversified mix of equities, fixed-income instruments, and other financial assets. This structured approach mitigates risk while aiming to generate consistent returns, offering investors exposure to professionally managed portfolios tailored for long-term wealth creation. Distributors facilitate the sale of mutual fund schemes as well as other financial products such as loan-against-securities (LAS) and personal loans, acting as intermediaries between investors/borrowers and the respective asset management companies (AMCs) or lending institutions. They play an important role in driving the growth of the mutual fund market as well as the uptake of loan-against-securities (LAS) and personal loans by bridging awareness gaps (financial literacy, jargon simplification) and democratising access to these products across socio-economic segments and geographies.

Growth of digital-first distributors has accelerated this democratization by simplifying mutual fund investor journey with fully digital onboarding, real time access to data (for comparison and selection), seamless payments integration, etc. Mutual funds in India are distributed under two models: regular and direct plans. Direct mutual funds are bought directly from the AMC (without intermediaries such as banks, brokers, and financial advisors) or via digital platforms. The consequent lower expense ratios for direct plans alongside easier access through new-age platforms has led to greater adoption, leading to direct plans constituting ~47% of the total mutual fund AAUM as of March 2025, up from ~45% as of March 2020. The growth of direct mutual funds and rising demand for passive investing products has the potential to impact revenues for asset management companies and distributors.

Systematic Investment Plans ("SIPs") is an investment method offered by Mutual Funds where investors can invest a fixed amount at regular intervals instead of lump sum investment. This allows investors to start with small amount, fosters disciplined investing through auto-debits and reduces the need to time the market. Distributors have played a crucial role in driving SIP adoption by empowering customers with detailed information and insights about mutual funds and making it simple to not only buy (as low as investment of ₹1), but also redeem investments, withdraw funds and manage SIPs, all digitally. SIP folios have grown ~5x from 42.0 million in March 2015 to 235.0 million as of March 2025. As a result, contribution of direct SIPs AUM to Mutual Funds SIP AUM has grown from 12% in FY2020

to 21% in FY2025. SIP AUM for investors in the 18 - 34 age group has surged by more than 2.6 times, from ₹412 billion in March 2019 to ₹1.51 trillion in March 2024, signalling a growing preference for mutual funds among younger investors.

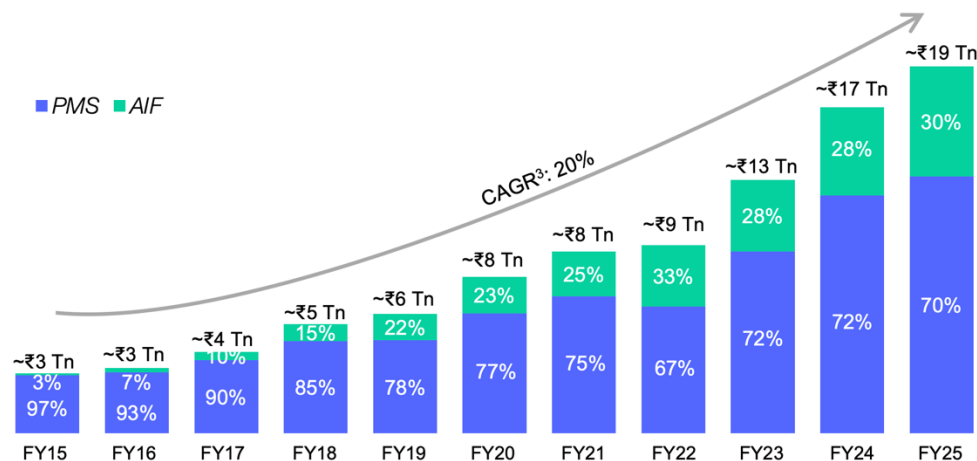
The convergence of demand-side tailwinds, technology and finance is reshaping personal lending market in India, making it more accessible and convenient to a larger segment of population. Increasing household expenditure and shift in consumer behaviour towards the idea of borrowing for consumption, is driving growth. Factors like increased data availability, strong economic growth, substantial increase in demand for unsecured personal loans, formalization of economy amid changing population demographic have further contributed to the growth. Personal loans in India grew at a CAGR of ~12% between FY2024 and FY2025.

In addition, LAS, a secured product, through which investors can unlock credit access by leveraging their existing equity and mutual fund holdings without the need to liquidate, is also witnessing strong growth. The gross bank credit outstanding against shares, bonds and mutual funds has grown 2x from ~₹53 billion as of March 2020 to ~₹100 billion as of March 2025 - expansion is driven by increasing participation in capital markets and greater financialization of savings. Market expansion has also been facilitated by technology-driven underwriting models, and improved risk management frameworks, making LAS product more accessible and affordable.

Technological innovations are playing a transformative role, with fintech and digital lending platforms ("DLP") making personal loan widely accessible, offering flexible terms and convenience to the consumers. Simplified onboarding journey (Identity checks, KYC), data fetch from credit bureau and integration [account aggregator] etc is expanding the role of DLPs.

Despite this growth, household credit-to-GDP (which accounts for credit from all sectors to households and non-profit institutions serving households ("NPISHs")) ratio in India remains low at 41.9% as of December 2024 as compared to other emerging market or developed economies like the USA where it is 69.20%, whereas it is 60.0% in China.

Exhibit 14 – Assets Under Management – Portfolio Management Services¹ & Alternative Investment Funds²



Note: 1. Portfolio Management Services AUM includes discretionary, non-discretionary, co-investment and advisory AUM as of the last day of the mentioned year

2. Alternative Investment Funds AUM includes funds raised as of the last day of the mentioned year

3. CAGR has been calculated from FY2015 to FY2025

Source: SEBI

Section 5: India's investment & wealth management industry displays monopolistic competition - many players targeting same set of customers with a differentiated brand and products/services offering

India's investment & wealth management market includes three key types of players - digital-first platforms, bank-led brokers, and wealth management players - each serving a distinct role in how investors access and manage investments.

- **Digital-first platforms** are focused on enabling self-directed investment through fully digital interfaces. They predominantly operate without a physical branch network and their core proposition lies in ease of onboarding, intuitive product design, and low-cost access to capital markets.
- **Bank-led brokers** operate both digitally and through offline branches. Their core offering spans trade execution, access to capital market products, in-house research, financial products distribution as well as adjacent services such as, investment banking, institutional broking. They are often positioned as part of a broader banking relationship, with relationship managers playing a key role in client engagement.
- **Wealth management players** focus on delivering advisory-led investment solutions and operate primarily via offline engagement, led by dedicated relationship managers. Their offering goes beyond execution to include portfolio structuring, risk profiling, and access to investment products such as PMS and AIFs. Some wealth platforms also offer full-service capabilities like brokers, depending on client segment and internal capabilities.

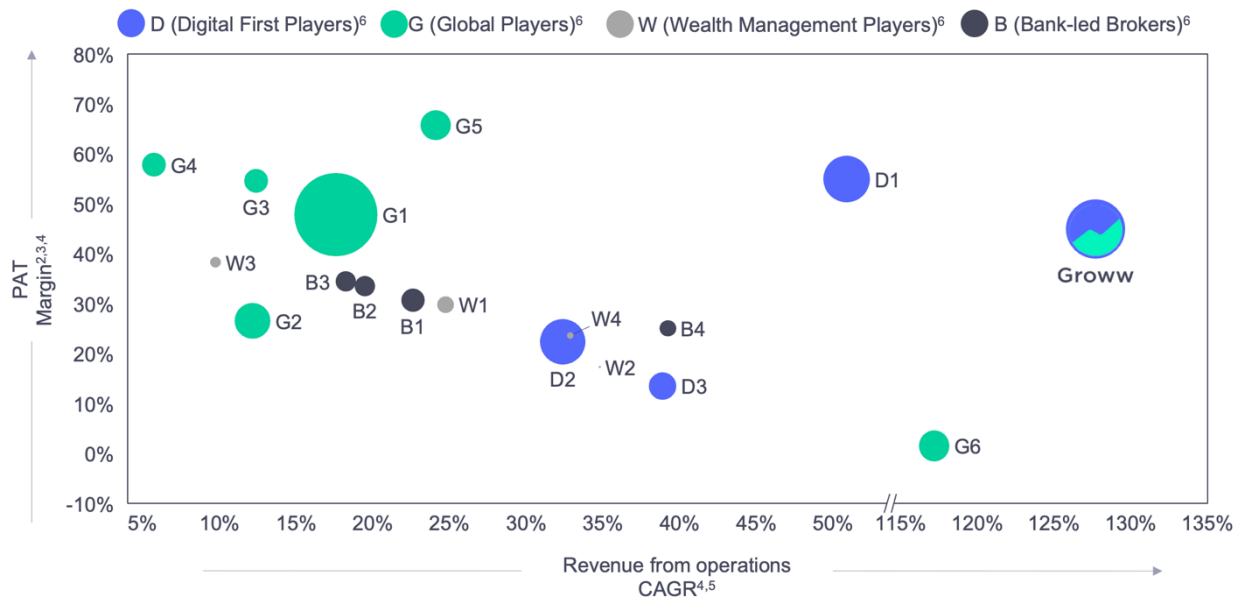
Globally, investment & wealth management players also fall into similar types, offering varying degrees of platform access, product range, and advisory support depending on their core focus.

Digital-first players outperform other segments in terms of growth and profitability

Digital-first players have typically developed niche and specialized offerings, designed to the consumer's needs and preferences. This sharp focus has enabled them to solve specific pain points, targeting convenience, transparency and accessibility. In addition to the enhanced user experience, growth for digital-first platforms has also been driven by cost-effective digital user acquisition through performance marketing / referral programs and their ability to maintain consistent service and performance standards across an expanding user base.

Exhibit 15 - Investment & Wealth Management Players PAT Margin and Revenue Growth Analysis

(Bubble Size – Number of users (2025)¹)



Note: 1. Number of users refers to NSE active clients for bank-led brokers, digital-first players, and wealth management players; number of customers for Avanza, active clients for XP, customers for Nordnet, funded customers for the year ending in for Robinhood, funded accounts for eToro and client accounts for Interactive Brokers. Figures are based on CY 2024 for Robinhood, XP Inc, Nordnet, Avanza, eToro, and Interactive Brokers, and on FY 2025 for Groww, Zerodha, Angel One, Upstox, ICICI Securities, Kotak Securities, HDFC Securities, SBICap Securities, Motilal Oswal, 360 One, Nuvama Wealth and Investment Limited, and Prudent Corporate

2. Calculated as profit after tax divided by total income for the relevant period

3. Figures for Groww, Angel One, ICICI Securities, HDFC Securities, Motilal Oswal, 360 One, Nuvama Wealth and Investment Limited, and Prudent Corporate are considered for FY 2025; for Robinhood, XP Inc, Nordnet, Avanza, eToro, and Interactive Brokers, figures are for CY 2024; and for the remaining peers, FY 2024 figures have been considered

4. Consolidated figures have been considered except for Kotak Securities and SBICap Securities

5. Revenue from operations CAGR has been calculated from FY 2022 to FY 2025 for Groww, Angel One, ICICI Securities, HDFC Securities, Motilal Oswal, 360 One, Nuvama Wealth and Investment Limited, and Prudent Corporate; from CY 2021 to CY 2024 for Robinhood, XP Inc, Nordnet, Avanza, eToro, and Interactive Brokers; and from FY 2021 to FY 2024 for the remaining peers. Revenue for operations figure corresponds to Total Net Revenues for Robinhood, Total Revenue and Income for XP Inc. and Etoro, Total Operating Income for Nordnet and Avanza and Total Net Revenues for Interactive Brokers

6. W, G, B and D refers to Wealth management, global players, Bank-led brokers, and Digital-first players respectively and companies referred to are 360One, Angel One, Avanza, Etoro, HDFC Securities, ICICI Securities, Interactive Brokers, Kotak Securities, Motilal Oswal, Nordnet, Nuvama Wealth and Investment Limited, Prudent Corporate Advisory, Robinhood, SBICap Securities, Upstox Securities, XP Inc. and Zerodha

Source: MCA Filings, Player annual reports and company filings, Redseer Research and Analysis

Digital-first players have outpaced both wealth management players (~25% CAGR) and bank-led brokers (~23% CAGR) in revenue growth, achieving ~60% CAGR. Digital-first players led on profitability with a ~42% profit after tax margin, surpassing both bank-led brokers (~32%) and wealth management players (~29%). Indian Digital-first players have not only outpaced traditional domestic models but also global players by achieving better growth in terms of profitability and user base growth.

Additionally, the weighted average user growth has been significantly higher for digital-first players at ~28% compared to a ~2% figure for bank-led brokers.

Exhibit 16 - Performance Comparison of Investment Management Platform Players – By Type

Type	Revenue from operations CAGR ^{1,2} (%)	Profit after tax ^{1,3} (%)	User CAGR ⁴ (%)
Digital-first Players ⁵	60.49%	42.04%	27.64%
Bank-led Brokers ⁶	22.83%	31.52%	2.07%
Wealth Management Players ⁷	25.25%	28.73%	-5.23%
Global Players ⁸	68.77%	25.61%	7.59%

Note: 1. Consolidated figures have been considered for all peers except for Kotak Securities and SBICap Securities

2. Weighted growth contribution is calculated as the sum product of each peer's Revenue from Operations and its applicable growth rate — FY 2022 to FY 2025 CAGR for Groww, Angel One, ICICI Securities, HDFC Securities, Motilal Oswal, 360 One, Nuvama Wealth and Investment Limited, and Prudent Corporate; CY 2021 to CY 2024 CAGR for calendar-year reporters Robinhood, XP Inc., Nordnet, Avanza, Interactive Brokers, and eToro; and FY 2021 to FY 2024 CAGR for all remaining peers. Revenue for operations figure corresponds to Total Net Revenues for Robinhood, Total Revenue and Income for XP Inc. and Etoro, Total Operating Income for Nordnet and Avanza and Total Net Revenues for Interactive Brokers

3. Calculated as the sum product of total income and profit after tax margin for FY 2025 for Groww, Angel One, ICICI Securities, HDFC Securities, Motilal Oswal, 360 One, Nuvama Wealth and Investment Limited, and Prudent Corporate; the sum product of total income and profit after tax margin for CY 2024 for Robinhood, XP Inc., Nordnet, Avanza, eToro, and Interactive Brokers; and the sum product of total income and profit after tax margin for FY 2024 for the remaining peers. Total Income figure corresponds to Total Net Revenues for Robinhood, Total Revenue and Income for XP Inc. and Etoro, Total Operating Income for Nordnet and Avanza and Total Net Revenues for Interactive Brokers

4. "User" refers to NSE active clients for bank-led brokers, digital-first players, and wealth management players, number of customers for Avanza, active clients for XP; customers for Nordnet, funded customers for the year ending for Robinhood, funded accounts for eToro, and client accounts for Interactive Brokers. Calculated as the sum product of the number of users and the corresponding CAGR from FY 2022 to FY 2025 for Groww, Zerodha, Angel One, Upstox, ICICI Securities, Kotak Securities, HDFC Securities, SBICap Securities, Motilal Oswal, Nuvama Wealth and Investment Limited, 360 One, and Prudent Corporate, and from CY 2021 to CY 2024 for global players including Robinhood, XP Inc., Nordnet, Avanza, eToro, and Interactive Brokers

5. Digital-first Players include Groww, Zerodha, Angel One and Upstox

6. Bank-led Brokers include ICICI Securities, Kotak Securities, HDFC Securities and SBICap Securities

7. Wealth Management Players include Motilal Oswal, 360One, Nuvama Wealth and Investment Limited and Prudent Corporate

8. Global Players include Robinhood, XP Inc, Nordnet, Avanza, Etoro and Interactive brokers

Source: MCA Filings, Player annual reports and company filings, Redseer Research and Analysis

Groww is India's largest retail investment platform basis NSE active clients with ~12.6 million active clients, as of June 30, 2025, implying that it has been at the forefront of retail investing in India. As per NSE data, the number of NSE active clients on Groww increased from ~4.4 million as of June 2022 to ~12.6 million as of June 2025, the number of NSE active clients of the industry increased from ~38.03 million to ~47.89 million during the same period. This implies that the number of NSE active clients on Groww increased at a CAGR of 41.7% from June 2022 to June 2025, while the industry wide NSE active clients participating in the stock markets in India grew at a CAGR of 7.98% over the same period. As per NSE data, Groww achieved market leadership basis NSE active clients at end of September 2023. Furthermore, as per NSE data, Groww is India's largest broker basis NSE active clients, with ~12.6 million active clients, as of June 30, 2025, and amongst the top 5 brokers (basis NSE active clients as of June 30, 2025) it is the fastest growing basis NSE active clients between June 30, 2022 – June 30, 2025.

As per NSE data, Groww had 5.37 million, 9.54 million, 12.92 million, 10.92 million, and 12.58 million NSE active clients as of March 2023, March 2024, March 2025, June 2024, and June 2025, respectively. There were 35.60 million, 43.58 million, 49.20 million, 44.24 million, and 47.89 million NSE Active clients in the industry in the same periods, implying that Groww had a market share in NSE Active Clients of 15.09%, 21.89%, 26.26%, 24.69%, and 26.27% respectively. Groww's NSE Active Clients grew from ~5.65 million in June 2023 to 12.58 million in June 2025. Groww's revenue from

operations grew at a CAGR of 127.70% from FY2022 to FY2025, making it as one of the top two fastest-growing companies among the top 10 brokers basis NSE active clients as of March 31, 2025 (as per NSE data). As per NSE data, Groww added ~1.7 million and industry added ~3.7 million new NSE active clients in twelve-month period ending June 2025. This implies that for the twelve-month period ending June 2025, Groww accounted for 45.45% of net addition in NSE active users. As per NSE data, Groww added ~0.9 million and industry added ~2.2 million new NSE active clients in three months period ending December 2024. This implies that for the three month period ending December 2024, Groww accounted for 40.08% of net addition in NSE active users. As of June 2025, net outstanding MTF book value for the industry stood at ~₹846.59 billion (as per NSE data). Groww's net outstanding MTF book value stood at ~₹10.36 billion. This implies that Groww had ~1.22% market share in the net outstanding MTF book value as of June 2025.

Before the launch of mutual fund distribution by Groww in CY2016, there were multiple players in the market, but their processes were not completely online. As per Motilal Oswal Financial Services Limited data, the number of new demat accounts in India were ~35 million in FY2022. The number of new demat accounts on Groww were ~7 million in FY2022. This implies Groww had approximately 1 in 5 new demat accounts in India in FY2022. As per CDSL and NSDL, from June 2024 to June 2025, industry witnessed ~36.66 million net new demat account additions. Groww witnessed ~9.45 million net new demat account additions for the same period. This implies that Groww had ~25.8% market share in net new demat account additions from June 2024 to June 2025. As per CDSL and NSDL, the total number of individual demat accounts stood at ~161.18 million and ~197.84 million for June 2024 and June 2025 respectively. Groww had ~27.96 million and ~37.41 million individual demat accounts for the same periods. This implies, Groww had ~18.8% and ~18.9% market share in total individual demat accounts for June 2024 and June 2025 respectively.

As per AMFI data, there were SIP inflows of ~₹2,894 billion in India during FY2025. Groww had SIP inflows of ~₹340 billion during FY2025. This implies that 1 in 9 rupees in SIP inflows were transacted through Groww during FY2025.

Groww is one of the foremost platforms for mutual funds distribution in India. In FY2025, Groww contributed to ~₹340 billion SIP inflows of the ~₹2,894 billion SIP inflows of the industry (as per AMFI data), implying that Groww held a 11.76% market share in SIP inflows for the period. Additionally, of the total ~₹147.34 billion, ~₹212.62 billion and ~₹272.69 billion SIP inflows in India in June 2023, June 2024 and June 2025 respectively, ~₹9.10 billion, ~₹23.45 billion and ~₹34.86 billion were transacted through Groww during the same period. This implies that Groww had a market share of ~6% in June 2023, ~11% in June 2024 and ~13% in June 2025 and 1 in 8 rupees in SIP inflows were transacted through Groww during June 2025. As per AMFI data, ~6 million new SIPs were created in India in June 2025, while Groww created ~2 million new SIPs in June 2025, implying that approximately one out of three new SIPs are created on Groww in June 2025. Moreover, there were ~91.93 million active SIPs in India for June 2025. Groww had ~17.01 million active SIPs for the same period. This implies that Groww had 18.50% market share in active SIPs for June 2025.

As per AMFI data, of the total ~₹1,245 million and ~₹2,894 billion SIP inflows in India in FY2022 and FY2025 respectively, ~₹46 million and ~₹340 billion was transacted through Groww in FY2022 and FY2025 respectively. This implies that market share of Groww expanded from ~4% in FY2022 to ~12% in FY2025.

In June 2025, number of mutual funds unique investors in India were ~55 million (as per AMFI data). ~9 million investors invested on mutual funds through Groww as of June 2025. This implies Groww had a market share of ~16% as of June 2025. In February 2022, there were a total of ~35 million NSE active clients in India and Groww had ~3.6 million NSE active clients. This implies that Groww had market share of over 10% in February 2022. As per NSE data, in May 2022, ~2.6 million monthly F&O transacting users were there on NSE. Groww had ~0.3 million monthly F&O transacting users in May 2022. This implies that Groww had market share of over 10% in derivatives in May 2022. Groww AMC

was the first in the industry in India, when compared to the top 10 AMCs by AUM as of December 2024, to introduce the "Total Market Index Fund", an equity fund covering 750 stocks listed on NSE.

As per Sensor Tower data², Groww is the only investment app in India to cross 100 million cumulative downloads as of June 2025. As per sensor tower data³, amongst the top 5 brokers (by NSE active clients as of June 30, 2025), Groww garnered the highest share of new app downloads, at 38.18%, from the start of FY2022 until June 30, 2025. As per Google Trends, Groww has the highest search interest in India among top 10 brokers basis NSE active clients (as per NSE data) for FY2025. In FY2024, Groww system's peak transactions per second ("TPS") were at par with the average TPS of UPI transactions in the period, as reported by NPCI in India.

Retail cash ADTO market share is calculated by dividing a broker's cumulative retail cash ADTO by the total market retail cash ADTO which is derived basis the average of retail buy and sell turnover on both NSE and Bombay Stock Exchange ("BSE"). Similarly, Retail F&O ADTO market share is calculated by dividing a broker's cumulative retail F&O ADTO, which includes notional turnover for equity futures and premium turnover for options, by the average of total retail F&O ADTO on NSE and BSE. As per BSE and NSE data, the industry retail cash ADTO was ₹357.27 billion and ₹475.02 billion in FY2024 and FY2025 respectively. Groww's retail cash ADTO was ₹45.23 billion and ₹91.72 billion in FY2024 and FY2025 respectively. This implies that Groww's market share in Retail Cash ADTO across BSE and NSE increased from 12.66% in FY2024 to 19.31% in FY2025.

As per BSE and NSE, in Q2 FY2025 and Q3 FY2025 industry's retail cash ADTO was ₹571.55 billion and ₹434.90 billion respectively. Groww's retail cash ADTO was ₹101.25 billion in Q2 FY2025 and ₹93.94 billion in Q3 FY2025. This implies that Groww's market share based on Retail Cash ADTO across BSE and NSE increased from 17.71% for the Q2 of Fiscal 2025 to 21.60% for the Q3 of Fiscal 2025. As per BSE and NSE, in Q3 FY2025 and Q4 FY2025 industry's retail cash ADTO was ₹434.90 billion and ₹371.30 billion respectively. Groww's retail cash ADTO was ₹93.94 billion in Q3 FY2025 and ₹89.62 billion in Q4 FY2025. This implies that Groww's market share based on Retail Cash ADTO across BSE and NSE increased from 21.60% for the Q3 of FY2025 to 24.14% for the Q4 of FY2025. As per BSE and NSE data, the industry retail cash ADTO was ₹519.94 billion and ₹451.10 billion in Q1FY2025 and Q1FY2026 respectively. Groww's retail cash ADTO was ₹81.61 billion and ₹106.74 billion in Q1FY2025 and Q1FY2026 respectively. This implies that Groww had 15.70% and 23.66% share of retail cash ADTO in Q1FY2025 and Q1FY2026 respectively. As per BSE and NSE data, Retail F&O ADTO (considering premium turnover for options and notional turnover for futures) was ₹602.58 billion and ₹690.23 billion for the industry in FY2024 and FY2025 respectively. Groww's retail F&O ADTO (considering premium turnover for options and notional turnover for futures) was ₹45.73 billion and ₹78.47 billion in FY2024 and FY2025 respectively. This implies Groww's market share in retail F&O ADTO (considering premium turnover for options and notional turnover for futures) increased from 7.59% in FY2024 to 11.37% in FY2025. Moreover, Retail F&O ADTO (considering premium turnover for options and notional turnover for futures) was ₹791.67 billion and ₹642.81 billion for the industry in Q1FY2025 and Q1FY2026 respectively. Groww's retail F&O ADTO (considering premium turnover for options and notional turnover for futures) was ₹76.62 billion and ₹92.77 billion in Q1FY2025 and Q1FY2026 respectively. This implies that Groww had 9.69% and 14.43% share of retail F&O ADTO (considering premium turnover for options and notional turnover for futures) in Q1FY2025 and Q1FY2026 respectively.

² The following set of apps have been studied (Dhan: Share Market Trading App, Groww, HDFC Securities InvestRight, HDFC SKY: शयर बाजार नवश ऐप, ICICIDirect: Stocks F&O MF IPO, Kotak Neo: स्टॉक, म्यूचुअल फंड, MO RIISE: स्टॉक्स, IPO, डीमैट, SBI Securities: Invest & Trade, Upstox- Stocks & Demat Account, Zerodha Coin - Mutual funds, Zerodha Kite - Trade & Invest, एजल वन स्टॉक्स, म्यूचुअल फंड)

³ MO RIISE: स्टॉक्स, IPO, डीमैट was left out of the top five analysis as it was not among the top 5 players basis NSE active clients.

Section 6: Threats and Challenges

India's investment and wealth management market has demonstrated significant growth in the last few years, however, there exists challenges that could possibly influence the stability and long-term growth trajectory of the industry and market participants. Below are some threats and/ or challenges that impact user growth as well as participation in terms of liquidity/ trading activity:

- **Change in individual investor behaviour and preferences:**
 - The investing, saving and spending behaviors of individual investors is closely linked to multiple factors - macro-economic environment, equity markets performance, geopolitical risks as well as idiosyncratic events impacting high-profile conglomerates. Any sustained adverse environment could impact user participation and activity.
 - Growth of direct mutual funds in the last decade and rising demand for passive investing products is potentially changing the business models with potential to impact revenues for asset management companies and distributors.
- **Seasonality impact:** Broking business is impacted by seasonality, and it varies throughout the year. For example, when a new financial year starts in India and during the festival season in the third quarter, activity is generally muted with lesser number of trading days. In FY 2024, the turnover for Equity and Derivatives' (Notional for Futures and Premium for Options) on the NSE was 41.09% and 21.94% higher in the second quarter as compared to the first quarter, respectively, and 36.58% and 32.47% higher in the fourth quarter as compared to the third quarter, respectively.
- **Market volatility:** The capital markets in India remain susceptible to global economic policies and geo-political factors such as, US Trade Tariffs in 2025, Russia - Ukraine War, China Stimulus in September 2024, amongst others. Uncertainty and second order impacts create heightened volatility, and individual investors start holding more cash and/ or shifting to safer asset classes such gold.
- **Regulations and compliance:** Investment and Wealth management players operate under close scrutiny, with market regulators recalibrating policies to safeguard individual investors and ensure market stability. In the recent past, some of regulatory changes introduced by SEBI such as, true-to-label, consolidating the number of weekly expiry for derivatives, increasing the lot size for derivative contracts, have impacted the revenue and profitability of players. Additionally, some of changes such as, running account settlement, segregation/ fund allocation at the client level, restricting use of pooled accounts for mutual funds, while are expected to benefit individual investors and the markets in the long run, they have introduced higher operational complexities and compliance costs for the broking intermediaries.
- **Cybersecurity and technology risks:** The rapid digitization of investment platforms has heightened vulnerabilities to cyber threats, data breaches, and system failures. Integrations with third party vendors and market intermediaries further increases these risks. Players are required to continuously invest and strengthen cybersecurity frameworks as well as upgrade their technology stack and infrastructure to continue innovating and delivering better customer experience.
- **Higher competition from established players and new entrants:** Traditional brokerage houses and banking institutions have accelerated the transformation of their products and services focusing on providing better experience, competitive pricing and offering an integrated saving - investment - wealth management platform. Simultaneously, many niche domestic players have emerged in the recent past and continue to gain traction. Competitive intensity (pricing, customer acquisition and product launches) is expected to continue and current players need to evolve and expand product portfolio and revenue streams for sustained long term growth.

- **Customer default risk:** In case of personal loans, unsecured nature of lending may lead to asset quality concerns, which may affect portfolio performance and lender profitability. Further, adverse economic environment such higher inflation, rise in interest rates may impact the borrower's repayment capability.
- **Macroeconomic and taxation policy changes:** Government policies such as alterations in capital gains tax structures, or changes in GST or STT norms on financial transactions can significantly impact investor sentiment and investment flows into capital markets.



ANNEXURE A

DISCLAIMER FOR THE OFFER MATERIALS

The market information in this Report is arrived at by employing an integrated research methodology which includes secondary and primary research. Our primary research work includes surveys and in-depth interviews of consumers, customers and other relevant ecosystem participants, and consultations with market participants and experts. In addition to the primary research, quantitative market information is also derived based on data from trusted portals and industry publications. Therefore, the information is subject to limitations of, among others, secondary statistics and primary research, and accordingly the findings do not purport to be exhaustive. Redseer's estimates and assumptions are based on varying levels of quantitative and qualitative analyses from various sources, including industry journals, company reports and information in the public domain. Redseer's research has been conducted with a broad perspective on the industry and will not necessarily reflect the performance of individual companies in the industry. Any financial information pertaining to peer group companies provided in this Report has been obtained from filings made by such companies with the Registrar of Companies or as publicly available on their respective websites. No independent research, analysis or verification has been made by Redseer in respect of such financial information. Redseer shall not be liable for any loss suffered by any person on account of reliance on any information contained in this Report.

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